WESTERN RADIO CONFERENCE
March 20-21, 1948
Marine Memorial Club
609 Sutter St.
San Francisco,Calif.

PRINCIPALS: Please post this data on the teachers' bulletin board

With "Development of the Responsible Use of Public Interest Broadcasting" as the keynote, the first annual WESTERN RADIO CONFERENCE is announced officially for March 20-21 in Marines Memorial Building, San Francisco.

Completion of plans for the conference is announced by James Day, NBC public service director at San Francisco, who is acting chairman; John Crabbe, Radio Director, College of the Pacific, conference program chairman; and K. L. Dragoo, Executive Secretary of the Conference.

The WESTERN RADIO CONFERENCE is sponsored by network and local station broadcasters and educators from the nine Western states, who long ago recognized the need of a general meeting in this area for representatives of the industry and school administrators. The Parent-Teachers Association, American Association of University Women, and other state and civic organizations, regarding radio as a medium of community education,have endorsed the conference, and their delegates are serving as members of the arrangements committee.

Conference sessions are scheduled to begin at 10 o'clock Saturday morning, March 20, in Marines Memorial Theatre, Sutter at Mason Street, San Francisco. Speakers will discuss radio as a medium of communication,of education, with time being given to general discussion.

Saturday afternoon's session will be called at 1:30 o'clock with topic "The Local Station and Community Education". Here will be opportunity for educators and community organizations to hear broadcasters explain station time availability and what the industry considers acceptable programs.

Sunday's schedule calls for a breakfast at 10:30 AM, when "The Teachers' Participation" will be presented by school administrators and instructors who have used radio effectively in classroom work, and have arranged successful broadcasts.

The climaxing meeting will be at 12:30 (noon) Sunday, when "The Responsible Use of Radio" will be projected in terms of the adaptation of broadcasting of public relations, human relations and public service.

Outstanding speakers from the radio industry and the field of education will be featured at all sessions. A complete program will be announced shortly in the Superintendent's bulletin.

Time will be given at all sessions for general discussion of selected topics, with experts among broadcasters and educators available to answer questions.

A special feature, open throughout the Western Radio Conference will be the exhibition of Learning Aids material, Public Address equipment for school and organization use. Local radio stations will hold open house for those who wish to see radio in actual production. Among the programs for which invitation already is issued is the "World Affairs Forum", an NBC release at 7 o'clock PM., Friday, March 19.

Registration for the "WESTERN RADIO CONFERENCE" is open to all interested, with the fee two dollars. Advance reservations are invited and may be mailed to the conference secretary, K. L. Dragoo, KALW, 22nd & Bartlett Streets, San Francisco 10, California. Registration tables will be set up at 8:30 AM, Saturday morning, March 20, in the Marines Memorial Building.

Scanned from the National Association of Educational Broadcasters Records
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